



Euromonitor
International

Processed Fruit and Vegetables in Indonesia

November 2025

Table of Contents

Processed Fruit and Vegetables in Indonesia - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Growth, competition, and evolving retail landscape in 2025

INDUSTRY PERFORMANCE

Demand for convenience among urban and young consumers drives growth

Shelf stable beans combines health benefits with economical value

WHAT'S NEXT?

Stronger future growth to be driven by economic recovery and convenience

Versatility and time-saving attributes of processed options increasingly appreciated

Upcoming regulations to present both challenges and opportunities

COMPETITIVE LANDSCAPE

Kikkoman Corp retains established leadership of competitive landscape

Bonduelle benefits from expanding distribution and use of social media

CHANNELS

Convenience stores makes further gains on leading channel supermarkets

Dynamic growth for e-commerce from low sales base

CATEGORY DATA

Table 1 - Sales of Processed Fruit and Vegetables by Category: Volume 2020-2025

Table 2 - Sales of Processed Fruit and Vegetables by Category: Value 2020-2025

Table 3 - Sales of Processed Fruit and Vegetables by Category: % Volume Growth 2020-2025

Table 4 - Sales of Processed Fruit and Vegetables by Category: % Value Growth 2020-2025

Table 5 - Sales of Frozen Processed Vegetables by Type: % Value Breakdown 2020-2025

Table 6 - NBO Company Shares of Processed Fruit and Vegetables: % Value 2021-2025

Table 7 - LBN Brand Shares of Processed Fruit and Vegetables: % Value 2022-2025

Table 8 - Distribution of Processed Fruit and Vegetables by Format: % Value 2020-2025

Table 9 - Forecast Sales of Processed Fruit and Vegetables by Category: Volume 2025-2030

Table 10 - Forecast Sales of Processed Fruit and Vegetables by Category: Value 2025-2030

Table 11 - Forecast Sales of Processed Fruit and Vegetables by Category: % Volume Growth 2025-2030

Table 12 - Forecast Sales of Processed Fruit and Vegetables by Category: % Value Growth 2025-2030

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Staple Foods in Indonesia - Industry Overview

EXECUTIVE SUMMARY

Navigating economic headwinds: Key trends in Indonesian staple foods

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Consumers of staple foods navigate ongoing price pressures

Digital-first approach to marketing convenient meal solutions

Innovation emerges as crucial point of differentiation to drive growth

Health trends influence purchasing decisions and product development

WHAT'S NEXT?

Economic recovery and rising urbanisation to drive future growth of staple foods

Demand for functional staple foods to be driven by health trends
Indonesians to be increasingly influenced by social media trends

COMPETITIVE LANDSCAPE

Indofood Sukses Makmur Tbk PT retains lead of highly fragmented landscape
Lotte drives dynamic growth through expanding distribution and product innovation

CHANNELS

Established store network ensures dominance of small local grocers
Convenience of rapid delivery services drives e-commerce growth

MARKET DATA

Table 13 - Sales of Staple Foods by Category: Volume 2020-2025
Table 14 - Sales of Staple Foods by Category: Value 2020-2025
Table 15 - Sales of Staple Foods by Category: % Volume Growth 2020-2025
Table 16 - Sales of Staple Foods by Category: % Value Growth 2020-2025
Table 17 - NBO Company Shares of Staple Foods: % Value 2021-2025
Table 18 - LBN Brand Shares of Staple Foods: % Value 2022-2025
Table 19 - Penetration of Private Label by Category: % Value 2020-2025
Table 20 - Distribution of Staple Foods by Format: % Value 2020-2025
Table 21 - Forecast Sales of Staple Foods by Category: Volume 2025-2030
Table 22 - Forecast Sales of Staple Foods by Category: Value 2025-2030
Table 23 - Forecast Sales of Staple Foods by Category: % Volume Growth 2025-2030
Table 24 - Forecast Sales of Staple Foods by Category: % Value Growth 2025-2030

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SOURCES

Summary 1 - Research Sources

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